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APR 30 1997

Federal Communications Commission
Office of Secretary

April 30, 1997

OUR FILE NO.
1564-102-63

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Washington, D.C. 20554


Re: Amendment of Section 73.202(b)
Table of Allotments
FM Broadcast Stations
(Naylor, Missouri)

Dear Mr. Caton:

Transmitted herewith on behalf of B.B.C. Inc. are an original and four copies of its Petition for Rulemaking in which it seeks the allotment of Channel 260A to Naylor, Missouri.

If there are any questions concerning this matter, please communicate directly with this office.

Sincerely,



John M. Pelkey

JMP/ned

Enclosures: (5)

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Before The
Federal Communications Commission

Washington, D.C. 20554

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APR 30 1997

Federal Communications Commission
Office of Secretary

In the Matter of)

Amendment of Section 73.202(b))

Table of Allotments)

FM Broadcast Stations)

Naylor, Missouri)

MM Docket No.

RM-

To: Chief, Allocations Branch

Petition for Rulemaking

B.B.C. Inc. ("BBC"), pursuant to Sections 1.401 and 1.420 of the Commission's rules and by its attorney, hereby requests that the Commission institute a rulemaking proceeding to amend the Table of FM Allotments, Section 73.202(b) of the Commission's rules. Specifically, BBC requests that the Table of FM Allotments be amended to allocate Channel 260A to Naylor, Missouri, as that community's first aural service. In support thereof, the following is stated:

Naylor is an incorporated city with a mayor and city council form of municipal government. The population of the city of Naylor is 642 persons, according to the 1990 U.S. census. Naylor has been experiencing growth in its population. Between 1980 and 1990, the population of Naylor increased by 6.6%. In addition, the Missouri Office of Administration estimates that the city of Naylor has experienced an additional 6.2% increase in population between 1990 and 1995. Naylor

has its own municipal police department and a volunteer fire department. It has its own school, which provides education from the Kindergarten through the Twelfth Grade level. It also maintains its own municipal library. Finally, Naylor has a post office with its own zip code (63953).

Despite Naylor's status, no broadcast facilities of any type are allocated to the community. Allocation of Channel 260A would remedy this deficiency. As the attached engineering study demonstrates, allocation of Channel 260A to Naylor can be accomplished in accordance with the requirements of Section 73.207 of the Commission's rules from the coordinates listed for Naylor in the *National Atlas of the United States of America*.

The allocation of Channel 260A to Naylor is in the public interest. The proposal would permit Naylor to receive its first local broadcast service, thereby serving the highest of the Commission's allocation priorities:

There are virtually no populated areas of the country where our higher allotment priorities, such as first reception service, have not been attained. Therefore, as a practical matter, provision of first local aural service is the highest of our allotment priorities which remains in any significant degree unsatisfied.

Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License, 5 FCC Rcd 7094, 7097 (1990).

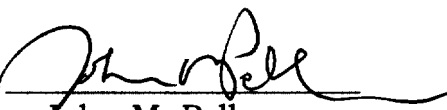
BBC will apply for an authorization to construct the new facility on Channel 260A at Naylor if the allocation is adopted by the Commission.

Accordingly, BBC respectfully requests that the Table of FM Allotments be amended as follows:

Community	Present Allotment	Proposed Allotment
Naylor, Missouri	--	260A

Respectfully submitted,

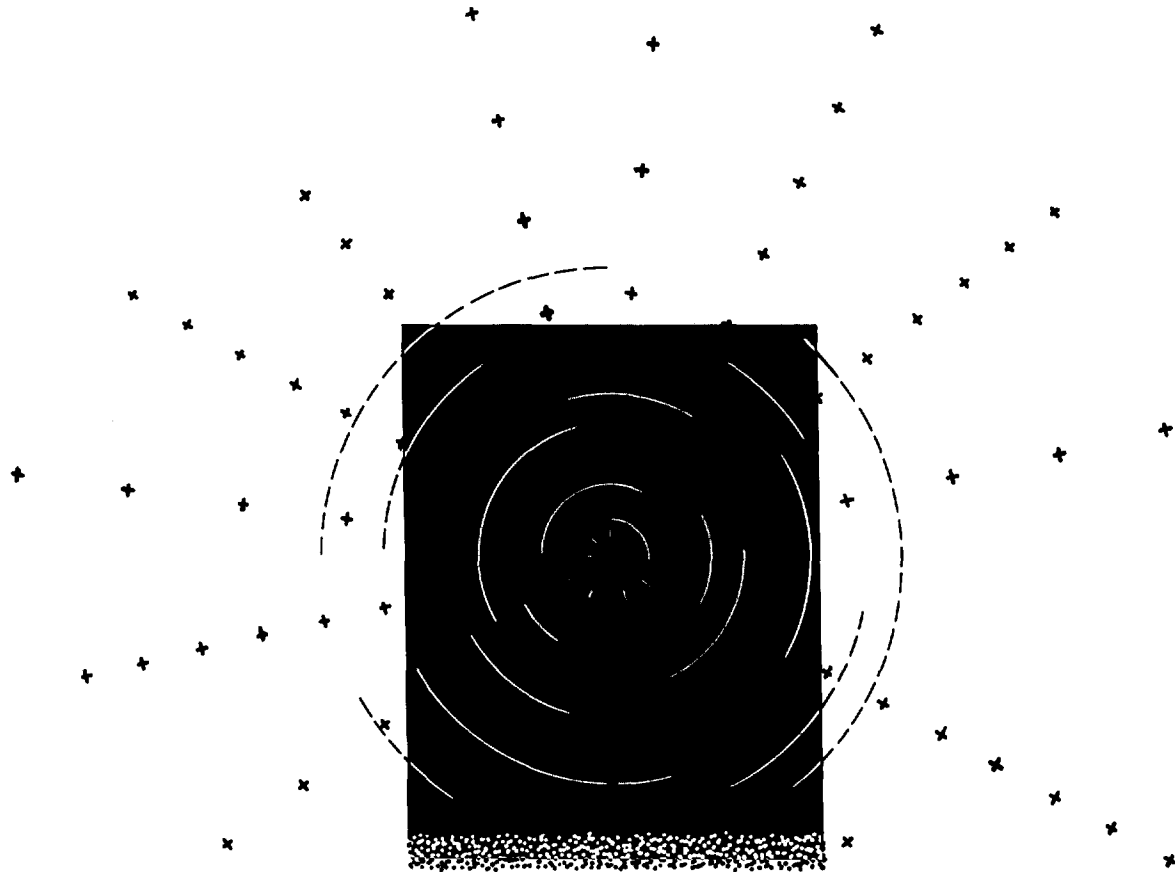
B.B.C. Inc.

By: 
John M. Pelkey
Its Attorney

HALEY BADER & POTTS P.L.C.
Suite 900
4350 North Fairfax Drive
Arlington, VA 22203-1633

703/841-0606

Date: April 30, 1997



WHEELER BROADCAST CONSULTING

BBC, Inc.

Petition for Rulemaking

Petition to:

Amend 47 CFR 73.202(b)
Allocate a New Commercial FM Broadcast Station
Channel 260 A
Naylor, Missouri

February - 1997



WHEELER BROADCAST CONSULTING

Engineering Study

Proposed Rulemaking Channel 260A - Naylor, Missouri

This consultant has been retained by BBC, Inc. for the purpose of preparing an engineering statement in support of a Proposed Rule Making to amend the FM table of allotments, 47 CFR 73.202 (b), by adding channel 260 A to Naylor, Missouri as its first aural service.

At the request of BBC, Inc., this consultant performed a full commercial channel search of the Commission's February 7, 1997 FM database in order to determine the availability of a FM channel for allocation to Naylor. The study revealed that Channel 260 A can be allocated, in full compliance with the provisions of 47 CFR 73.207, to Naylor, Missouri with no site restriction. A copy of the spacing study is included in this report as Exhibit 1.

The coordinates of Naylor, MO are listed in the National Atlas of the United States of America as follows:

36° 34' 26" N. Latitude
90° 36' 19" W. Longitude

6025 MARTWAY
SUITE 112
MISSION, KS 66202
913.362.7282
913.362.7287

The proposed Channel 260 A operation would meet all requirements of 47 CFR 73.207 from the Naylor reference coordinates and they are also suitable as allocation reference coordinates. Exhibit 2 of this report is a digitally generated map, generated from USGS and NGDC data, which indicates that the predicted 70 dbu contour from a 6 kW at 100 meter HAAT reference facility would be in full compliance with the principal community coverage requirements of 47 CFR 73.315

Naylor, Missouri

Naylor is an incorporated city located in Ripley County, Missouri. The population of the city of Naylor is 642 persons according to the 1990 US Census. Naylor is a growing city that has experienced a 6.6% growth in population between 1980 and 1990. Population estimates as provided by the Missouri Office of Administration in the Missouri Subcounty Population Estimates place the 1995 population at 682 persons, an additional 6.2% in growth. Naylor has a Mayor and City Council form of municipal government. Naylor provides protection to its citizens through a municipal police department and a volunteer fire department. Naylor has a school that serves grades K through 12 and it maintains a municipal library. Naylor has a post office with its own zip code, 63953.

Conclusion

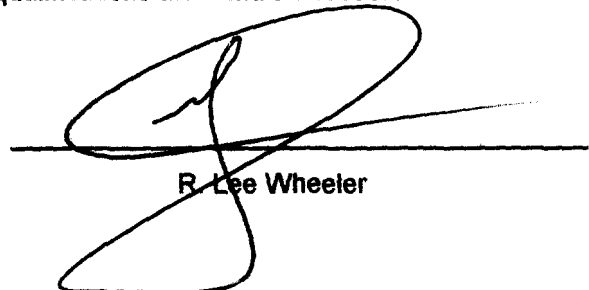
Naylor is a growing city deserving of its first FM service and the proposal set forth by BBC, Inc. will provide that service. In light of the above facts, this proposal is clearly in the public interest and it is respectfully requested that 47 CFR 73.202(b) be amended as follows:

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Naylor, MO	-----	260 A

Certification

All information contained in this report is true and accurate to the best of my belief. Having had numerous matters before the Commission, my qualifications are a matter of record.

2/14/97
Date


R. Lee Wheeler

WHEELER BROADCAST CONSULTING
6025 Martway - Suite 112 - Mission KS 66202

BBC, Inc.
Naylor, Missouri

REFERENCE	CLASS A	DISPLAY DATES
36 34 26 N		DATA 02-07-97
90 36 19 W	Current rules spacings	SEARCH 02-14-97
----- CHANNEL 260 - 99.9 MHz -----		

CALL TYPE	CH# LAT	CITY LNG	STATE PWR	BEAR' HT	D-KM D-Mi	R-KM R-Mi	MARGIN (KM)
WMC FM	259C	Memphis	TN	157.3	168.72	165.0	3.72
LI CN	35 10 13	89 53 12	36.000 kW	81M	104.9	102.6	
					ELCOM of Memphis, Inc. BLH841127KX		
WMC FM	259C	Memphis	TN	157.3	168.83	165.0	3.83
LI EY	35 10 09	89 53 12	300.000 kW	277M	104.9	102.6	
					ELCOM of Memphis, Inc. BMLH870507KC		
>GRANDFATHERED @ 300KW AND 277M HAAT							
WASL.C	261C2	Dyersburg	TN	117.4	113.36	106.0	7.36
CP CN	36 06 00	89 29 12	26.000 kW	206M	70.4	65.9	
					Dr. Pepper Pepsi-Cola Bottlin BPH900920IB 920618		
>From channel 261A per D87-563							
KWCK FM	260C2	Searcy	AR	224.3	174.00	166.0	8.00
LI CN	35 26 50	91 56 52	50.000 kW	150M	108.1	103.2	
					Class, Inc. BLH900914KC		
WOOZ FM	260B	Harrisburg	IL	52.6	192.76	178.0	14.76
LI CN	37 36 45	88 52 03	32.000 kW	189M	119.8	110.6	
					Zimmer Communications, Inc. BLH820908BF		
KDEZ.C	263C2	Jonesboro	AR	186.1	74.37	55.0	19.37
CP CN	35 54 27	90 41 38	26.000 kW	127M	46.2	34.2	
					Pressly Partnership Productio BMPH950316IB 960107		
>From channel 262A per D92-87							
KDEZ	262A	Jonesboro	AR	187.9	80.56	31.0	49.56
LI CN	35 51 17	90 43 40	3.000 kW	70M	50.1	19.3	
					Pressly Partnership Productio BMLH910605KA		
>*To channel 263C2 Per D92-87							
WASL	261A	Dyersburg	TN	117.0	121.97	72.0	49.97
LI CN	36 04 14	89 23 52	3.000 kW	91M	75.8	44.8	
					Dr. Pepper Pepsi-Cola Bottlin BLH880602KB		
>*To channel 261C2 per D87-563							

